Personal Expense Tracker Empathy map

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

They feel very confused about their spending habits.

They feel its very taxing to mentally keep track of daily expenses

It is cumbersome to budget and analyse and visualise spending records.

What do they
HEAR?
what friends say
what boss say
what influencers say

Most of their friends seem to have similar problems while some of them almost never have an issue with money.

Their parents recommend having monthly budget plans, so that we can keep track of where the money is being spent

They hear influencers talk about planning their expenses, and having a plan for their spending habits

What do they
SEE?
environment
friends
what the market offers

There are so many different expenses in an average day, some necessary and some reducible.

They see many life coaches claiming their able to afford stuff they cant normaly afford because of planning thier monthly expenses

They see their co-workers being able to afford things that are above the common pay-grade.

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

They try to mentally note down expenses, often in vain.

They are reluctant to spend on stuff as they don't know if they can afford it

They feel embarrassed to discuss finances as they are not self aware of their spending habits

PAIN
fears
frustrations
obstacles

Afraid about saving for the future

Unexpected expenses are always popping up

It is inefficient to manually keep track of expenses

GAIN
"wants" / needs
measures of success
obstacles

An easy way to update expenses instantly

To categorise expenses and to filter them based on categories and time

A budget tracker which would notify them if they exceed the budget.